

5. (currently amended) The method of claim 1, wherein the obtaining step comprises obtaining the merchandising data generally contemporaneously with presentation of the product at the second network location.

6. (currently amended) The method of claim 1, wherein the point-of-presentation medium comprises an output medium of an interactive catalog.

7. (currently amended) The method of claim 1, wherein the point-of-presentation medium comprises a Web-page.

8. (currently amended) A merchandising database system at a first network location, comprising:

an interface configured to be coupled to a network and to receive merchandising obtain selected product data related to a product from a point of presentation of the product at least one user interaction at a second network location with a Web-page served by a server at a third network location; and

a database storage device configured to store at least part of the received merchandising selected product data at the first network location.

9. (currently amended) The system of claim 8, wherein the interface is configured to receive obtain the merchandising selected product data directly from a presentation device on which the product Web-page is presented at the second network location.

10. (canceled)

11. (currently amended) The system of claim 8 9, wherein the interface is configured to receive obtain the merchandising selected product data generally contemporaneously with presentation of the product Web-page.

12. (canceled)

13. (canceled)

14. (canceled)

15. (canceled)

16. (canceled)

17. (canceled)

18. (canceled)

19. (canceled)

20. (currently amended) A computer-readable storage medium having stored thereon a computer program product for use in conjunction with a computer device, the computer program